

Application Serial No10/006,733
In reply to Office Action of 28 July 2006

Attorney Docket No 83042

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims

1. (currently amended): A business development process for an organization utilizing a business development database comprising the steps of:

collecting data for ideas from a plurality of sources;

identifying core equities of the organization;

~~filtering one type of said collected idea data from said~~
~~step of collecting in order to identify~~ by identifying
potential business opportunities as those collected
ideas that fall within the identified core equities;

performing an opportunity analysis on said identified
potential business opportunities to determine valid
business opportunities;

committing resources to said valid business opportunities;

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developing a business proposal for said valid business
opportunities;

submitting said developed business proposal to a potential
buyer of said valid business opportunity;

determining if submission of said developed business
proposal is a success; and

executing said business opportunity upon determining that
the submission is a success.

2. (currently amended): The process according to claim 1
wherein said collected idea data includes formal announcements
and ~~said step of filtering is filtering formal announcements and~~
further includes the steps of:

reviewing said formal announcements for potential business
opportunities by a first designated point of contact;

retaining said formal announcements in said business
development database for future reference;

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identifying formal announcements that are within a
predetermined scope of business by a second designated
point of contact;

distributing a list of the identified announcements to a
business development team;

conducting a review of all said identified announcements by
the business development team; and

selecting specific opportunities from announcements
reviewed at said step of conducting a review;

forwarding said specific opportunities from said step of
selecting as identified potential business
opportunities; and

archiving all non-selected opportunities remaining after
said step of selecting.

3. (Currently amended): ~~The process according to claim 1~~ A
business development process for an organization utilizing a
business development database comprising the steps of:

collecting data for ideas from a plurality of sources;

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identifying core equities of the organization;

filtering said collected idea data by identifying potential
business opportunities as those collected ideas that
fall within the identified core equities;

performing an opportunity analysis on said identified
potential business opportunities to determine valid
business opportunities, wherein said step of
performing an opportunity analysis includes the steps
of:

grading strengths and weaknesses of the identified
potential business opportunity, said grading occurring
in areas of the market, economics, competitive
advantage, the team, and potential flaws, each area
including plural criteria and high/low attractive
assessments for each;

entering project identifying information into a computer
for creating a master form;

automatically summarizing graded areas on the master form;

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archiving opportunities having an overall low attractive
summarized score; and

forwarding identified potential business opportunities
having an overall high attractive summarized score as
valid business opportunities;

committing resources to said valid business opportunities;

developing a business proposal for said valid business
opportunities;

submitting said developed business proposal to a potential
buyer of said valid business opportunity;

determining if submission of said developed business
proposal is a success; and

executing said business opportunity upon determining that
the submission is a success.

4. (Original): The process according to claim 3 further
comprising the step of representing each area by a separate
electronic worksheet wherein the step of grading includes
assigning a numeric value to each criteria according to the

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project parameters, computing a score for that worksheet and transferring the computed score to the master form.

5. (Original): The process according to claim 4 wherein market criteria include customers, user benefits, value added, product life, timing, market structure, funding potential, and potential market share.

6. (Original): The process according to claim 5 wherein economic criteria include time to break even, return on investment potential, capital requirements, impact on staffing, room for error, and funding structure.

7. (Original): The process according to claim 5 wherein competitive advantage criteria include fixed and variable costs; control over costs; prices and distribution; barriers to entry by proprietary protection, lead time, legal and contractual issues, availability of contacts and networks, availability of key people, specialized criteria for an applicable industry; and a level of technology and concept.

8. (Original): The process according to claim 5 wherein team criteria include having an entrepreneurial team, any industry or

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technical experience, integrity, intellectual honesty, and stress tolerance.

9. (Original): The process according to claim 5 wherein potential flaw criteria include real customer, under promise - over deliver, a right corporate culture, a motivated team with correct skills, a correct market, confidence, engineering of product, stress tested properly, good subcontracting suppliers, trying to do too much, an experienced team, right location, price in line with competition, market window, competition, authority to act given to team, project within Code of Federal Regulations, a contractually fixed price, funding available prior to work startup, and available resources.

10. (Canceled).

11. (Currently amended): ~~The process according to claim 10~~ A business development process for an organization utilizing a business development database comprising the steps of:

collecting data for ideas from a plurality of sources;

identifying core equities of the organization;

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filtering said collected idea data by identifying potential
business opportunities as those collected ideas that
fall within the identified core equities;

performing an opportunity analysis on said identified
potential business opportunities to determine valid
business opportunities;

wherein said step of performing an opportunity analysis
further comprises conducting a risk and reward
assessment step includes including:

developing risk benchmark values for a combined plurality
of risk criteria including new product, new customer,
cooperative existing customer, team, time to meet
milestone and deliverables, funding limited, customer
pain, and internal process;

identifying a risk factor in relation to said risk
benchmark value for each of said plurality of risk
criteria;

developing reward benchmark values from a combined
plurality of reward criteria including sustains/grows

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core equity, addresses critical need, new business
development, competitive advantage, increase market
share, and increase professional reputation;

identifying a reward factor in relation to the reward
benchmark value for each of the plurality of reward
criteria;

automatically updating a master sheet with calculated risk
and reward factors; and

performing a final assessment of said valid business
opportunities based on said master sheet for an action
selected from the group consisting of GO, NO GO, and
MAYBE;

committing resources to said finally assessed valid
business opportunities having an action indicated as
GO;

developing a business proposal for said valid business
opportunities;

submitting said developed business proposal to a potential
buyer of said valid business opportunity;

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determining if submission of said developed business

proposal is a success; and

executing said business opportunity upon determining that
the submission is a success.

12. (Original): The process according to claim 11 wherein the final assessment action of "GO" is followed by the steps of:

identifying a potential customer;

establishing a rapport with the identified potential customer;

logging customer information into the database;

isolating problems and priorities in connection with the identified customer; and

installing a capture team and a lead for the capture team for the identified customer.

13. (Original): The process according to claim 1 wherein said step of committing resources includes the steps of:

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conducting meetings to determine availability of resources;

rendering a decision on one of an action to commit

resources, not to commit resources, and maybe commit
resources;

adding relevant information to said business development

database, providing feedback to a capture team and

archiving unused data if a decision not to commit

resources is made;

returning opportunity to the capture team if a decision to

maybe commit resources is made;

completing a task sheet requesting support;

forwarding the completed task sheet to a selected company

division; and

completing a capture plan in said business development

database.

14. (Original): The process according to claim 13 wherein said
task sheet includes identifying information about a contact;
actions logged into said business development database, request

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being made, additional information and guidance, resources required, and requested due date.

15. (Original): The process according to claim 14 wherein said step of completing a capture plan includes entering information into capture plan worksheets, said capture plan worksheets containing information related to: the buyer's need; the buyers; the internal capture team; information required about the need; information required about the buyer; information required about the money available; information required on the competition; the abilities of the competition; internal investment required; internal return on investment; the response to the need; the best sales argument; key and ghosting discriminators; return on investment analysis; the team; salespersons for each buyer; pre-selling contact plan; potential questions, objections and responses; several appropriate closing proposal approaches; and elements of the sales presentation.

16. (Original): The process according to claim 1 wherein said step of developing a proposal includes further steps of:

assigning a proposal number in said business development database;

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completing a modular proposal process; and

performing a final review of the modular proposal to
produce a final proposal.

17. (Original): The process according to claim 16 wherein said
modular proposal process includes the steps of:

evaluating customer knowledge;

reviewing evaluation criteria;

identifying strengths, weaknesses, opportunities, and
threats;

proposing a winning strategy;

developing organization and content of the proposal;

outlining sections of the proposal;

reviewing product designs;

identifying section strategies;

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building compliance sheets;

assembling storyboards from section strategies, compliance
sheets, and section outlines;

conducting a storyboard wall review from said storyboards;

drafting topics for discussion with a customer;

introducing an early review of drafted topics by an early
review team including a mock customer;

conducting a wall review of the drafted topics;

editing the drafted topics;

conducting a wall review for proofing;

conducting a wall review with the early review team;

performing a final review; and

generating a final proposal.

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18. (Original): The process according to claim 1 wherein:

said step of determining if submission of said developed
business proposal is a success results in any one of a
YES, NO, and MAYBE decision;

performing the following steps when the success
determination decision is a NO decision:

post reviewing the business proposal;

providing feedback to said step of developing a business
proposal; and

archiving the proposal by amending the business development
database with information relevant to the decision;

returning the proposal to said step of developing a
business proposal when the success determination
decision is a MAYBE decision; and

executing said business opportunity when the success
determination decision is a YES decision.